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TORONTO, ONTARIO, CANADA

MAY 15, 1954

Semi-Annual Digest Showmanship Prize Winners

FIRST PRIZE — PAUL TURNBULL • SECOND PRIZE — ARTHUR CAULEY • THIRD PRIZE — NICK LANGSTON
HONOURABLE MENTION — BILL BURKE



The Judges stand behind a small number of the campaigns submitted in the Semi-Annual Digest Showmanship Contest. First prize, Paul Turnbull, Granada, Hamilton with Paramount's "War of the Worlds". Second prize, Arthur Cauley, Paramount, Peterboro with IFD's "The Story of Gilbert and Sullivan." Third prize, Nick Langston, Odeon, London with JARO's "Personal Affair" and Honorable Mention, Bill Burke, Capitol, Brantford with "The Story of Gilbert and Sullivan". The Judging took place, May 5th in the Digest office.

Shown above are left to right: Dan Krendel, Famous Players; Max Chic, The Digest; Irving Herman, Warner Bros.; Sam Glasier, 20th Century-Fox; Walter Kennedy, Empire-Universal; Bud Barker, Famous Players; Tom Knight, JARO and Wannie Tyers, Odeon.

VISTAVISION DEMONSTRATION ANNOUNCED BY GORDON LIGHTSTONE, PARAMOUNT CANADIAN
GENERAL MANAGER, IMPERIAL THEATRE, TORONTO, THURSDAY, MAY 20, 9.30 A.M.

VANCOUVER NEWS

By JACK DROY

Charlie Doctor, manager of the Capitol Theatre, who won the Quigley award for showmanship for the second time was given front page attention by Vancouver newspapers. With Ackery winning the Q-Award on two occasions and now Doctor we MUST have the best showmen out this way of any place in the world . . . Any dispute as to that?

Jack Aceman of the Avon who was charged with a breach of the Lords Day Act had his case dismissed in court. The show "Moon is Blue" was given to help the B.C. Polio Fund.

Bert Nixon of the FOX in Victoria who was the first indie exhibitor to install CinemaScope complete equipment, reports that business on the new system is tops. He played "The 12-mile Reef" for nine days. His regular pictures play only three.

Barney Regan, manager of the Victoria Road (FPCC) theatre is moving up to the district office as assistant to Lou Karp, who replaced the late Cecil Neville as Booker recently.

Hector Quagliotti, owner of the downtown Colonial in Vancouver and E. W. Bickle who operates four Vancouver Island theatres both nearing their 80th birthdays, are still active in running their theatres. They are the oldest showmen in Canada.

Sydney Summers, Orpheum stage manager and Buck Taylor, Maintenance manager of the Strand are new members of FPCC 25-year club. The boys have been in local show biz since 1908.

Projectionists Union 348 and Odeon Theatres have settled on the same basis as FPCC, a 25-cent hourly increase and other concessions with back pay to be paid from 1st of September, 1953.

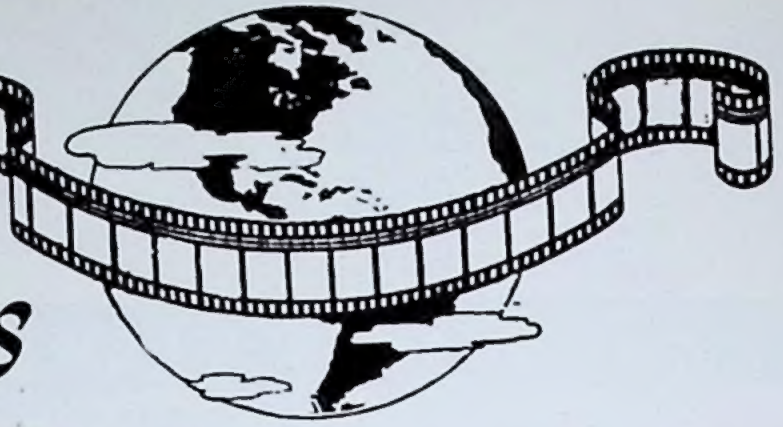
Harry Pearson Jr. of North Vancouver is the new president of local 118 stage hands union, with Sydney Summers of the Orpheum, treasurer.

LUCKY SEVEN SHOWMANSHIP CONTEST

Bill Trudell, District C manager for Famous Players, has initiated a "Lucky Seven" Publicity Contest, with 7 managers competing. The managers are Buzz Blondell, Hammy Bowes, Bill Burke, Tom McKnight, Les Preston, Earl Scandrett and Harry Wilson.

The contest will be for a period of 13 weeks, and started May 3rd. There are three main prizes: First Prize, \$100, Second Prize, \$50 and Third Prize, \$25, as well as a \$15 prize each month for the best scrap book. Judging will be done by Jim Nairn and his assistants Bud Barker and Tiff Cook.

TRADE headlines



Si Fabian, President of Stanley Warner Corp., announces purchase of International Latex Corp., manufacturer of Platex Foam Pillows. Si isn't going to let any "Sleepers" get away from him!

RKO will release spectacular Italian film, "Sins of Rome", dubbed in English.

MGM's "Rose Marie" winds up five-week run, Radio City Music Hall with close to \$850,000 gross, including all-time record Easter Week of \$200,000.

William F. Rodgers, Sam Dembow, Jr., Jack Skirball and Cliff Work form new producing company, Amalgamated Productions, Inc., with plans for minimum of three pictures annually.

London reports J. Arthur Rank Organization to spend \$3,000,000 on six new theatres in England in next 12 months.

20th Century-Fox's "There's No Business Like Show Business" given \$4,000,000 production budget.

Reuben Bolstad appointed International Representative, Zone 3 (Boston, Albany, Buffalo, Toronto), by Variety Clubs International.

Barney Balaban, President, Paramount Pictures, to visit Toronto for VistaVision Demonstration.

Norman Taurog, who won acclaim for his direction of "Skippy" and whose latest picture "Living It Up" stars Dean Martin and Jerry Lewis, to be released by Paramount, has announced his own motion picture production company Tau-Ream, Inc.

A husky 250-pounder was arrested last Friday night after a hold-up of the Hollywood Theatre, Toronto. Manager Donald Kinlock was slashed over the head during the robbery. All monies taken were recovered.

Charles Doctor, manager of the Famous Players Canadian, Capitol Theatre, Vancouver, won the Quigley Grand Award for larger situations. Honorable mention went to two other Canadians, Al Jenkins, Odeon Theatre, Vancouver and Bob Harvey, Capitol Theatre, North Bay.

Compo to embark on major service projects including a nationwide poll to select the best picture of the year.

Ray Presents



SUNDAY was Mother's Day, and I had received the nicest Mother's Day gift I could have asked for — a surprise visit from my son, Jay L, who flew in from Phoenix, Arizona, to spend a month with me. I hadn't seen Jay L for almost a year, so you can imagine what a wonderful surprise it was when he walked in looking very tan and very fit.

Jay didn't bring his family with him this trip, but, of course, he came fully equipped with all the latest stories about my grandson, Ray Lewis Smith Jr., and my granddaughter, Joan Louise, so I will have plenty of laughs, and plenty to talk about for the next few weeks.

It's too bad my son couldn't bring some of that wonderful Arizona sunshine with him, for to hear him tell it, there is no climate like it anywhere in the world. Of course, I think the fact that he is an active member of the Phoenix Junior Chamber of Commerce has a slight bearing on his enthusiasm, but it certainly must be wonderful to see the sun shining EVERY day of the year.

Incidentally, I think Hye Bossin and I had both better take some lessons from Jay while he is in town. He brought along some copies of a Rodeo Souvenir Program he put out for the Phoenix Junior Chamber of Commerce World Championship Rodeo, held last March. It is a 60-page book, very attractively got up, and Jay tells me they sold 15,000 copies, and made a net profit of \$12,000 on the book.

ON FRIDAY, May 28th, at the King Edward Hotel in Toronto, will be held a meeting of the International Popcorn Association, headed by J. J. Fitzgibbons, Jr., who is also president of Theatre Confections Ltd. Sales of confections in theatres has come a long, long way since its modest beginnings, and today it is really BIG BUSINESS, and as much a part of Show Business as the films themselves. One wise exhibitor said not so long ago, that Television would never take the place of the motion picture theatre until someone invented a T-V set that had a built-in popcorn machine.

Be that as it may, the confections counter has saved many an exhibitor from bankruptcy when times have been tough, and so for the benefit of all exhibitors, we have asked Jack Fitzgibbons to pass along a few valuable tips on how to operate a successful theatre confections counter.

"There is a goose that is laying a golden egg and theatre operators have now begun to realize that the sale of confections in theatres can almost be considered a 'must' for a profitable operation in the majority of situations. It is no secret that more and more theatres really need those extra profits to offset the increased costs of theatre operation."

"Selling confections in theatres is not a recent innovation; it has been a practice for quite some time. However, it can be said that emphasis on sales did not begin until the forties, and particularly after 1945."

ONCE the showmen became interested and began to apply his knowledge of merchandising motion pictures to confections, the increased sales and profits made a number of theatre operators sit up and take notice of a business that had been available all the time but had been overlooked except by a few concessionaires who took out a lot of money and gave practically nothing in return.

"Initially the main item sold was candy, and, gradually, as stands were improved, various other commodities began to appear—the most important being popcorn. Soft drinks

had patron appeal and were considered the third big item; then came ice cream.

"While these items were making their appearances, counters were being redesigned and improved. Sales personnel were being trained; neatness and courtesy was stressed, and elementary principles of proper merchandising were being constantly brought to their attention."

BY keeping up with the rapid advances in theatre selling, theatre operators were able to increase their sales and enjoy profits that were inconceivable fifteen years ago.

"If we go back over some of the methods utilized to increase sales we can easily see that they are basic and very simple. These could be broken down as follows.

1. **LOCATION:** counters placed past doorman in line of incoming traffic.

2. **OPEN SELLING:** high-priced lines closest to the patron in open displays.

3. **QUALITY MERCHANDISE:** name brand items at regular prices.

4. **CONCENTRATED PRICE RANGE:** emphasis on 10c and 25c items.

5. **ATTENDANTS:** neat and courteous attendants familiar with their duties.

6. **SUPERVISION:** directly from theatre managers who have taken an interest in sales.

IN addition to the basic changes, you will find that premiums such as Pop Toys, star photographs, lucky passes, and limited sampling has helped a great deal. Unusual seasonal displays will definitely draw attention to the counter and create an impulse to buy.

"Where soft drinks are dispensed from the counter, patrons will repeatedly buy if the drink is properly mixed and carbonated. This is possible only if the equipment is suitable for the job, constantly maintained and kept in spotless condition.

"With the right type of equipment and the best of ingredients properly popped and kept warm, in most situations popcorn should bring the highest return profitwise. A taste for popcorn is being developed by the public; so much so that Butter-Mat machines (i.e. a unit that dispenses pure butter on top of the already seasoned corn) have been successful in increasing popcorn sales 40 to 50 percent above the average."

ICE CREAM sales in theatres cannot be considered seasonal, as figures show that this item can be sold profitably all year round.

"Drive-In concession operation is a business in itself. Companies set up to operate concessions of this type have their own manuals and systems.

"Theatre companies which have their own indoor confection installations provide sales manuals for their attendants and these cover every phase of the operation briefly and in simple language."

"A profitable confection operation can be summed up very briefly:

"The manager must first sell his picture to the patrons to get them into the theatre. The profits are there if his counter is properly supervised and operated."

OUR first Semi-Annual Digest Showmanship Contest is now over, and I wish to congratulate all the winners, as well as those who sent in their campaigns. The 15th Annual Digest Showmanship Contest, is now in full swing and I urge all managers to send in their campaigns before August 31st, the deadline. The Digest will carry the highlights of the winners' campaigns next week. First prize winner, Paul Turnbull has sent me a letter, and I know of no better way to close my tale for this week, then by publishing it.

(Continued on Page 8)

Toronto and District

By BILL PRESS

At the annual shareholders meeting of Famous Players Canadian Corp., at the Toronto head office, President J. J. Fitzgibbons said that television competition had diminished for the theatres, pointing to the increased revenue of Windsor units as an example. According to a TV industry survey, there are more television receivers in the Windsor area than home telephones or bathtubs, the number of TV sets being 77,000. Windsor, therefore, was an excellent example for the theatre patronage trend.

Alex Barris, film reviewer of the *Toronto Globe and Mail*, has been making the rounds of Hollywood to pick up studio observations. His trip to the West Coast brings to mind the era when the late Roly Young made the occasional visit to Movieland.

Although "From Here to Eternity" was playing at various other theatres in the Toronto district, the Academy Award feature was held for a second week at the Oakwood and Runnymede, two Famous Players' units. It was also appearing at the York, Willow and the Capitol in suburban New Toronto at the same time, after having been brought back to still other houses here.

Odeon theatres in various cities handled ticket applications for the Dominion Drama Festival which was conducted at the Palace Theatre, Hamilton, during the week of May 10 commencing with the presentation of "Rebecca" by the Hamilton entry. Al Ford is the manager of the Palace.

With the co-operative support of six merchants in the matter of prizes, Manager Joe Paul conducted a highly-successful picture-coloring contest for juvenile patrons of the Esquire Theatre, Brantford.

At the College Theatre, Brantford, Manager B. Borlak has started Belgian crystal giveaways which are available to the ladies every night in the week except Saturday on payment of the 10c charge.

Norman Brooks, who filled a repeat engagement at the Casino Theatre recently, announced, while he was in Toronto, that he had been signed for "This Is Show Business", a forthcoming 20th Century-Fox production.

JACK L. WARNER SPEAKS TO EXHIBITORS

A special CinemaScope screen report by Jack L. Warner was presented to Toronto Exhibitors on Tuesday, May 11th, at the University Theatre, Toronto.

The 21 minute presentation showed actual scenes from forthcoming Warner Bros. productions and gave a detailed review of the look and shape of things to come for presentation on Canadian screens from the Warner Bros. studios.

The City Council of Kitchener has made the move to ban all midnight performances at theatres with the exception of New Year's Eve.

Rodney Erle, formerly assistant to Ernie Crawford at the Biltmore Theatre, Kingston, and more recently with Manager Fred Leavens at the Ottawa Elmdale, was married May 8, to Bernice C. Sheffield of Lyndhurst, Ont. The ceremony took place at Lyndhurst.

Prairie News

BRUCE PEACOCK

Drive-ins in western Canada opened early in April but cold weather and heavy snowfalls throughout the prairies at the month's end cut into business and forced the theatres, in many instances, to close for a few nights.

Manager of the Green Acres

MR. EXHIBITOR

!!!!

We now have a library of good 40-second sound trailers (adfilms) for 32 different business classifications, covering every type of merchant in your town.

We can tie in the merchant's name, slogan, etc., with appropriate voice message and **SELL** this service for you **LOCALLY** and **PROFITABLY** in English or French.

Our trailers run a full week in each theatre at every performance and we have enough **DIFFERENT** subjects to give a maximum 26-week program during the year.

For **CONSISTENT** extra revenue—at no extra cost

Write, wire or phone

FRED T. STINSON

General Manager

ADFILMS LIMITED

77 York Street

Toronto, Ont. EM. 8-8986

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

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Editor-in-Chief

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— Correspondents —

BRUCE PEACOCK Regina, Sask.
JACK DROY Vancouver, B.C.
WILL McLAUGHLIN Ottawa, Ont.
BILL PRESS Toronto, Ont.
HELEN CROWLEY Saint John, N.B.

drive-in theatre at Lethbridge, Alta., this season is Gordon Kometz.

A safecracker early Sunday, April 25, made off with \$1,500 from the Daylight Theatre in Saskatoon while a burglar alarm on the front of the building clanged.

While the bell rang, one passerby stopped, reached up and bent the clapper so that the uproar would stop.

Calgary's fourth drive-in theatre, to accommodate 500 cars, will be opened soon. The theatre is being financed by L. L. Jones and William Cole, Calgary businessmen.

Maritime News

HELEN CROWLEY

The first independent theatre in the Maritimes to install CinemaScope with four-channel Stereophonic Sound, is Green Bros. theatre at East Florenceville, N.B. This theatre will present *The Robe*, commencing the engagement Monday, May 10th.

Mr. Joshua Lieberman, B & L Theatres, was Chairman of the Maritime Congress of the Canadian Jewish Congress which met last Saturday and Sunday in Saint John, N.B., at the Admiral Beatty Hotel.

The Drive-in theatre at Springhill near Fredericton, N.B., opened the last week in April. The three Franklin-Herschorn drive-in theatres, reopened at Martinon, N.B., Lower Sackville, Nova Scotia and Sydney, Nova Scotia on April 16th, probably the earliest date yet for drive-in theatres to start operating in this part of the country.

The head offices of the Odeon Maritime Theatres, are undergoing renovation at the present time.

Spokesmen for six separate groups voiced strong objections to proposed construction of a drive-in theatre on a tract of land in Lancaster city at a meeting of the Town Planning Commission held this week in City Hall, Saint John, N.B. The proposed drive-in would be constructed on Manawagonish Road, one mile from the city of Lancaster.

Mr. and Mrs. J. M. Franklin, have returned home after spending the winter at their Florida home.



Congratulations

Paul, Art and Bill

*As Winners of the First, Second and
Honorable Mention Awards in the Semi-
Annual Digest Showmanship Contest . . .*

PAUL TURNBULL

FIRST PRIZE WINNER
Manager of the Granada, Hamilton

and

ART CAULEY

SECOND PRIZE WINNER
Manager of the Paramount, Peterboro

and

BILL BURKE

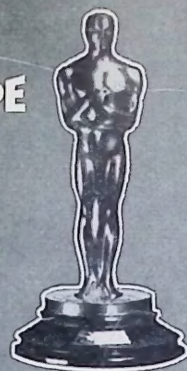
HONORABLE MENTION
Manager of the Capitol, Brantford

Famous Players men congratulate, also, Third Prize Winner,
NICK LANGSTON of the Odeon Theatre London.

Showmanship is an occasion for a feeling of pride and satisfaction wherever it is found in Show Business.



For
CINEMASCOPE
SPECIAL
HONORARY
ACADEMY
AWARD



CINEMASCOPE

IN THE WONDER OF STEREOPHONIC SOUND

**IS OUTGROSSING COMPARED
REGULAR 2-D PICTURES BY AT**

3 TO 1



and coming..... **Rob**

in **R**

THE ROBE
color by TECHNICOLOR

How To MARRY A MILLIONAIRE
color by TECHNICOLOR

BENEATH THE 12-MILE REEF
color by TECHNICOLOR

KING OF THE KHYBER RIFLES
color by TECHNICOLOR-DELUXE

HELL AND HIGH WATER
color by TECHNICOLOR

NIGHT PEOPLE
color by TECHNICOLOR

PRINCE VALIANT
color by TECHNICOLOR



M-M-M- **MITCHUM**

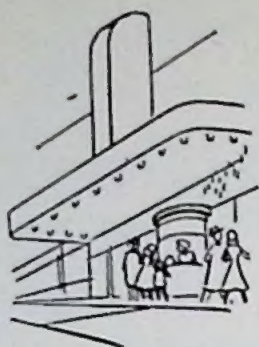
M-M-M- **Marilyn** M-M-M- **MONROE**

Ever of No Return

Color by TECHNICOLOR



Digest of Trade Press Reviews



ELEPHANT WALK

PARAMOUNT

Technicolor

Drama — 103 minutes

Stars: Elizabeth Taylor, Dana Andrews, Peter Finch.

Director: William Dieterle.

Producer: Irving Asher.

Hollywood Reporter: "... absorbing ... beautifully acted ... spine-tingling spectacle ..."

Harrison's Reports: "... exotic ... color photography is tops ..."

Motion Picture Herald: "... a moody tale of ... martial conflict, adventure and spectacle ..."

Showmen's Trade Review: "... punctuated with suspense ... and a warm, tender love story ..."

Boxoffice: "... dramatic, exciting, emotional ..."

Exhibitor: "... gorgeous Ceylon scenery, attractive exteriors, an unusual story, and name strength ..."

PRINCE VALIANT

20th CENTURY-FOX

CinemaScope and Technicolor

Drama — 100 minutes

Stars: James Mason, Janet Leigh, Robert Wagner.

Director: Henry Hathaway—Producer: Robert L. Jacks.

Hollywood Reporter: "... thrilling ... swashbuckling ... filled with romance, swirling swordplay and almost awesome battle ..."

Boxoffice: "... spectacular duels and battles ..."

Film Daily: "... colorful, exciting, actionful production ..."

Motion Picture Herald: "... exciting and entertaining ..."

Variety: "... rousing action ..."

Exhibitor: "... action-packed thriller benefiting from CinemaScope ..."

Showmen's Trade Review: "... made for moviegoers who want action ..."

EXECUTIVE SUITE

MGM

Drama — 104 minutes

Stars: William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon Shelley Winters, Paul Douglas, Louis Calhern.

Director: Robert Wise — Producer: John Houseman.

Motion Picture Herald: "... The dread of bad weather or the fear of TV competition need not cause the showmen any concern with this one ..."

Showmen's Trade Review: "... superior and absorbing dramatic entertainment ..."

Harrison's Reports: "... quality production, expertly directed and finely acted ..."

Boxoffice: "... top takes ..."

Laurie, UA Canadian Advertising Dir.

Max E. Youngstein, Vice-President of UA, and Charles S. Chaplin, Canadian General Manager, announced the appointment of Archie Laurie as Canadian Director of Advertising, Publicity and Exploitation with headquarters at Toronto.

Laurie, a veteran in Canadian show business, has held important positions in the industry. He was General Manager of *Eagle Lion Films*, handling all campaigns for *Eagle Lion British* productions. He prepared all advertising accessories for *J. Arthur Rank* productions during the formation stages of this company in Canada. He was in charge of public relations, exploitation, promotion and publicity campaigns in conjunction with all openings of new *Odeon* theatres during 1949 and 1950.

For the past three years Laurie has been manager of the Seville Theatre in Montreal, a vaudeville and film house where the top names in show business appeared under Laurie's direction.

Archie Laurie comes to UA with a background of experience and accomplishments in Canadian Motion Pictures and represents a further indication of the



ARCHIE LAURIE

policy of UA to give to the exhibitors the finest in motion picture entertainment backed up by the best in advertising, publicity and exploitation.

HIGHLIGHTS OF THE ONT. CENSOR'S REPORT

"Our desire not to interfere with the tastes our immigrants brought with them has intensified the work of censorship, as did the increased number of motion pictures created for adult reception ... in Great Britain the problem was met by the careful and limited extension of censorship standards. It was this course which was adopted in Ontario.

"In Ontario a new classification known as Restricted was introduced and the films approved under it, which numbered eight, were exhibited only for patrons 18 years and older in engagements individually licensed.

"The Department's Board of Censors reviewed 591 feature subjects.

"There was a tendency in advertising to over-emphasize sex even for pictures which dealt sparingly with sex problems. Consequently, it became increasingly difficult to deal with the advertising.

"An agreement has been reached between the exhibitors, distributors and the Board on a new procedure to be followed in submitting advertising matter, especially of European films, and this plan should work out to everyone's satisfaction.

"Out of a total of 31,592 pieces of advertising, 229 were rejected and 34 approved after treatment by the distributor.

"The Department welcomes suggestions and invites criticisms from any or all organizations of a public or semi-public nature. By so doing we are in touch with public opinion and must profit accordingly."

Ray Presents

(Continued from: Page 3)

"Dear Mrs. Lewis:

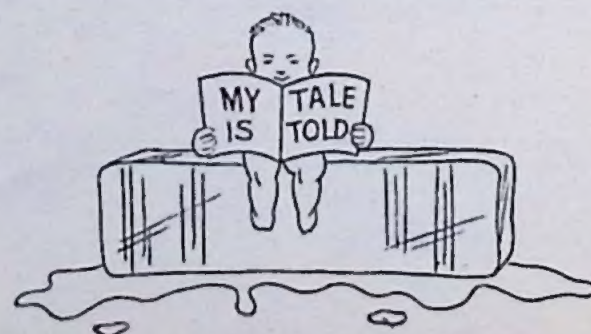
"It was with a good deal of surprise and great personal happiness that I heard the news that my campaign on Paramount's 'War Of The Worlds' was judged in first place in the Semi-Annual Digest Showmanship Contest.

"As second prize winner of last year's Annual Digest Showmanship Contest, and now as first prize winner in the Semi-Annual Contest, I again wish to convey to you my sincere thanks for making possible this great event for all to participate.

"I wish to extend my congratulations to Art Cauley who, I understand, was recipient of the second prize, and to those others who finished in the running.

"Trusting that you will very soon be back in the best of health, and with best wishes for the future, I remain,

Sincerely yours,
Paul Turnbull, Manager,
Granada Theatre,
Hamilton."



20th-Fox Announce Optional Sound For CinemaScope Pictures

On his return from a dramatic all-day meeting of about 600 exhibitors, gathered from all parts of the United States and Canada, last Thursday in the 20th-Fox home-office, *Peter Myers*, Canadian General Manager for 20th Century-Fox released the announcement made by *Al Lichtman*, Director of Distribution for Fox, that *CinemaScope* pictures with single-track magnetic and single-track optical sound will be made available, starting July 1st.

Mr. Lichtman's announcement followed a thorough discussion by the assembled exhibitors who voted unanimously that "CinemaScope pictures will be made available to all theatres which are equipped with proper screens and anamorphic lenses, and the exhibitor will have the option of showing CinemaScope pictures with full stereophonic sound, single-track magnetic sound or with a single optical track."

Highlights of the discussion that took place follow:

Spyros P. Skouras, President, 20th Century-Fox—"... But in spite of our best judgment and our conception of what is best for all theatres, many of you differ with us and feel that the improvement which we deem most desirable is not needed... I do not agree with you, more than I would agree with you if you would tell me that a twenty year old automobile is as good as a 1954 model. We feel that we are right in our position, and you are equally insistent on the position you have taken. Therefore, we are here today to find a solution.

"We would not be meeting with you today, if it were not the everlasting purpose of this company to regard the exhibitor, whether he is a large operator or a small one, as a partner."

Al Lichtman, Director of Distribution, 20th Century-Fox—"We're not telling you what to do but if you can afford it and want to give your customers the best, then install full stereophonic sound. If you can't we'll give you single track optical prints."

Leonard Goldenson, President American Broadcasting-Paramount Theatres—"those (theatres) that don't get in modern equipment will go out of business."

Dr. TRUEMAN HONORED

Dr. Albert W. Trueman, commissioner of the *National Film Board of Canada*, was guest of honor May 6 at a *Motion Picture Association* luncheon attended by film company executives, in New York.

Dr. Trueman, one of Canada's leading educators, expressed gratitude to the American film industry for the important role *MPAA's* Canadian Cooperation Project was playing in promoting tourism in Canada.

Among those who attended the luncheon were *John J. O'Conner* of *Universal*; *Edward Morey* of *Allied Artists*; *Theodore R. Black* of *Republic*; *Ralph Hetzel*, *Fred DuVall* and *Taylor Mills* of *MPAA*; as well as newsreel editors and short subject executives.

THEATRE MANAGER FOR-A-DAY



GERALD DILLON, manager College Theatre, Toronto and on his right Edward Staworzynski.

Wednesday, May 5th, was an exciting, as well as eventful day in the life of 16 year old *Edward Staworzynski*, fourth

form student at *Bloor Collegiate, Toronto*. *Edward's* interest in meeting people had inspired his entry into the contest run by Manager *Gerald Dillon*, of the *College Theatre*, on "Why I Would Like To Be A Theatre Manager."

A 75 word entry won for *Edward*, the right to being the Theatre Manager for the College Theatre on Wednesday, May 5th, as well as a cheque for \$100, a custom tailored suit and two long playing record albums, all of which were presented on the stage of the theatre.

Starting shortly after 9 a.m. *Tiff Cook* and *Gerald Dillon* accompanied by a photographer, to make a record of the different people *Edward* was to meet, set off with the young manager-for-a-day, and toured the offices of the film industry, winding up at the College Theatre, for a complete inspection and run through on the operation of a theatre.

During the day, *Edward* was taken to, and met, *Gordon Lightstone*, Canadian General Manager, *Paramount Pictures*, *Murray Sweigman* of *Theatre Poster Service*, *Arch Jolley*, the staff at *General Theatre Supply*, *Andy Rouse* at *Theatre Confections*, *Norman Brooks*, Montreal born singer, appearing at the *Casino Theatre*, *Morris Stein*, at the head office of *Famous Players* and *Max Chic* of the *Digest*.

Edward Staworzynski, will not forget, ever, his introduction to Showbusiness and *Gerald Dillon*, theatre manager of the College Theatre, for fulfilling his dream of meeting people, and perhaps teeing him off for his future life's work.



Whatever your angle a good theatre chair should fit your curves. Heywood-Wakefield Chairs feature "contour forming"—your patrons sit in not on these richly-upholstered chairs. Ask us about the new "CONTOUR" Formed Rubber and "SIT-IN" Coil Spring Cushions. They're made for real comfort during the entire showing of the longest movie program.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

\$HOWMAN\$HIP PAYS\$ OFF!

Congratulations...

PAUL TURNBULL, GRANADA THEATRE, HAMILTON
FOR CARRYING OFF FIRST PRIZE

**IN M.P. DIGEST SEMI-ANNUAL SHOWMANSHIP CONTEST
WITH YOUR TERRIFIC CAMPAIGN ON**



Paramount Pictures
ARE TAILOR-MADE FOR SHOWMANDIZING



CAPITAL STORY

By BILL McLAUGHLIN

The death of Gerald (Jerry) Gorman in hospital last week following a long illness, was deeply regretted by thousands of theatre-goers. A veteran of show business for over 40 years, Jerry was associated with the late Peter Gor-

man at the old Russell Theatre, during the Ambrose Small regime, and later with the late James T. Moxley, who gained control of that famous theatre shortly before the Toronto theatre magnate mysteriously disappeared. During

the past 25 years, Jerry Gorman worked with Antonio Tremblay and was a familiar figure at the Capitol Theatre on Tremblay Concert nights. Ray Tubman, manager of the Capitol, represented show business organizations at the funeral.

Management of the Star-Top ozoner on the Cyrville Road in the East end, celebrated Mother's Day on Friday night before the holiday. Free gifts were presented to every mother, with special prizes for the oldest and youngest grandmother in attendance.

No snow—or was there in the wee small hours?—but cold winds and rain were terrific setbacks for operators of four Drive-In Theatres in the Ottawa area during the first week of the merry month of May. However, our weather expert at Rockcliffe airport says the worst is over and that theatremen may be assured of more seasonable temperatures before another week rolls around.

In the meantime, managers of the Capitol's indoor theatres report increasingly favorable business, due for the most part to some of the season's best screen entertainment. Furthermore, product lined up for presentation during the next six weeks should keep movie-lovers most happy until warm weather and long week-ends at lake and mountain take over.

Manager Morris Berlin tells this reporter that the Roman Catholic Church in Ottawa and district went all out in support of his showings of Song of Bernadette for one week at the Somerset Theatre. Manager Jimmie Chalmers of the Odeon Theatre, received no endorsement from clergymen during his presentation of the German-made The Sinner. If Jimmie got any protests against adult tid-bit, and the sensational newspaper advertising that went with it, he is keeping it under the hat he never wears.

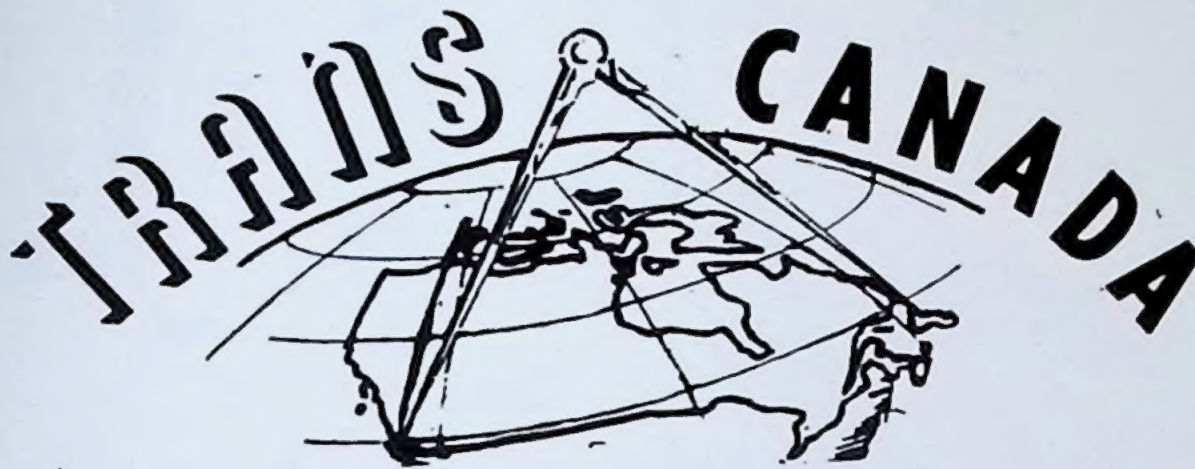
The return of *Shane* to the Regent Theater at popular prices is drawing large crowds.

CINEMASCOPE FOR VANCOUVER DRIVE-IN

The first Canadian Drive-In, to show CinemaScope product will be the Paramount Auto Drive-In, it was announced by Peter Myers, 20th Century-Fox, Canadian General Manager, on his return last week, from Vancouver.

The Paramount, which can accommodate about 1,000 cars, has a 90 foot screen and will present the films with magnetic sound. Mr. Myers, informed the *Digest*, that the decision to use magnetic sound was arrived at, after a series of tests made with a reel of optical sound and a reel of magnetic sound, with the magnetic sound proving to be the best.

Starting with 12 Mile Reef, opening on June 11th, the Paramount will show Night People on June 25th, King of the Khyber Rifles, July 9th and Hell and High Water on July 30th.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second week. *Elephant Walk* (Para.) Technicolor with Elizabeth Taylor.

SHEA'S
The Miami Story (Col.) with Barry Sullivan.

UNIVERSITY & EGLINTON
Forbidden (E-U) with Tony Curtis.

NORTOWN
Casanova's Big Night (Para.) Technicolor with Bob Hope.

ODEON-CARLTON
Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

UPTOWN
Ma and Pa Kettle At Home (E-U) with Marjorie Main.

LOEW'S
Second week. *Rhapsody* (MGM) Technicolor with Elizabeth Taylor.

TOWNE CINEMA
Seventh week. *The Living Desert* (RKO) Technicolor.

HYLAND & CHRISTIE
Fourth week. *The Kidnappers* (JARO) with Vincent Winter.

DOWNTOWN
Sabre Jet (UA) Color and Shark River (UA) Color.

MONTREAL

PALACE
Second week. *Rose Marie* (MGM) CinemaScope and Color with Ann Blyth.

LOEW'S
Miss Sadie Thompson (Col.) Technicolor with Rita Hayworth.

PRINCESS
Second week. *Beachhead* (UA) Technicolor with Tony Curtis.

CAPITOL
Red Garters (Para.) Technicolor with Rosemary Clooney.

IMPERIAL
Jesse James Vs. The Daltons (Col.) Technicolor with Brett King.

ORPHEUM
Fifth week. *The Kidnappers* (JARO) with Vincent Winter.

KENT
The Maagie (JARO) with Paul Douglas.

SEVILLE-STRAND-SNOWDON-OUTREMONT
Riot In Cell Block 11 (AA).

ALOUETTE
Le Masque Bleu.

WINNIPEG

CAPITOL
Second week. *Hell And High Water* (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

LYCEUM
The Stranger Wore A Gun (Col.) 3-D and Technicolor with Randolph Scott.

VALOUR
Fourth week. *Genevieve* (JARO) Technicolor with John Gregson.

MET
Shane (Para.) Technicolor with Alan Ladd.

ODEON
Second week. *The Kidnappers* (JARO) with Vincent Winter.

GARRICK
Second week. *I, The Jury* (UA).

OSBOURNE
Julius Caesar (MGM) with an all star cast.

CALGARY

PLAZA
Second week. *Julius Caesar* (MGM) with an all star cast.

GRAND
New Faces (20th-Fox) CinemaScope and Technicolor with Eartha Kitt.

PALACE
The Man Between (IFD) with James Mason.

CAPITOL
Hell And High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

VANCOUVER

CAPITOL
Second week. *Hell And High Water* (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

ORPHEUM
Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

VOGUE
The Kidnappers (JARO) with Vincent Winter.

PLAZA
Beachhead (UA) Technicolor and *Song of the Land* (UA) Color.

SAINT JOHN

PARAMOUNT
Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

CAPITOL
Red Garters (Para.) Technicolor with Rosemary Clooney.

STRAND
The Kidnappers (JARO) with Vincent Winter.

THE FRENCH LINE

RKO Radio's "The French Line" is being shown in its 3-D version at the Criterion Theatre, N.Y., it was announced by Charles Moss, Managing Director of the theatre.

Moss explained that the decision to play the picture in 3-D was based on the exceptional business of the *Jane Russell* starrer in 3-D in national engagements. The third dimensional version has been outgrossing 2-D versions in comparative dates.

The Technicolor musical comedy co-stars Miss Russell, Gilbert Roland, and Arthur Hunnicutt, with Mary McCarty.



The GLITTER show
with the GOLDEN glow!

Sparkle songs . . .
dazzle dances . . . and
romance all agleam
in a world of light and
laughter . . . way up
in the land where life
was fun in the roaring
days of '98! COME ON!



Hear Dinah Shore sing

"Sleigh Ride in July" - "Like
Someone In Love" - "I Can't
Tell Why I Love You"



RANDOLPH SCOTT
DINAH SHORE
GYPSY ROSE LEE
BOB BURNS

**BELLE of
the YUKON**

IN
TECHNICOLOR

Producer and Director
WILLIAM A. SEITER

with CHARLES WINNINGER • WILLIAM MARSHALL
GUINN "BIG BOY" WILLIAMS • ROBERT ARMSTRONG • FLORENCE BATES

AN
ALLIANCE
FILMS RELEASE